

Message Text

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14

ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W
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P R 140827Z AUG 75

FM AMEMBASSY KUALA LUMPUR
TO SECSTATE WASHDC PRIORITY 947
USDOC WASHDC
INFO AMEMBASSY SINGAPORE

UNCLAS KUALA LUMPUR 4804

E.O. 11652: N/A

TAGS: BEXP, MY

SUBJ: MARKET BRIEF: INDUSTRIAL AND COMMERCIAL SECURITY
DEVICES AND SYSTEMS

REF: A. STATE A-1742; B. SINGAPORE 2264

USDOC FOR OIM

1. BASED ON ANALYSIS OF MARKET AND DISCUSSION WITH INDUSTRY SOURCES, EMBASSY DOES NOT BELIEVE MALAYSIA HAS SUFFICIENT MARKET FOR THESE DEVICES TO WARRANT PROMOTION.
2. ACCORDING TO DATA FURNISHED BY STATISTICS DEPARTMENT, TOTAL IMPORTS FOR JANUARY-NOVEMBER 1974 ONLY TOTALS US\$6.9 MILLION. EXPORTS WERE \$981,000 WITH TOTAL CONSUMPTION OF ONLY ABOUT \$5.9 MILLION. OF THIS U.S. HAD 3.5 PERCENT OF MARKET (\$621,000). TWO PRIMARY SUPPLIERS WERE JAPAN WITH 30 PERCENT OF MARKET (\$2.1 MILLION) AND U.K. WITH 26 PERCENT (\$1.8 MILLION).
3. MAJORITY OF IMPORTS FALL IN CATEGORY OF CHEAP LOCKS, CLASPS, HINGES AND PADLOCKS. INDUSTRY SOURCES STRESSED THAT LOW COST RATHER THAN QUALITY DOMINATES MARKET CONSIDERATIONS AT PRESENT TIME IN MALAYSIA.
4. WE CONCUR WITH CONCLUSION IN REF B THAT THIS IS NOT A STRONG THEME FOR PROMOTION IN SOUTHEAST ASIA.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 AUG 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975KUALA04804
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750280-1153
From: KUALA LUMPUR
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750853/aaaabupu.tel
Line Count: 60
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE A-1742, 75 SINGAPORE 2264
Review Action: RELEASED, APPROVED
Review Authority: izenbei0
Review Comment: n/a
Review Content Flags:
Review Date: 17 MAR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <02 JAN 2003 by ReddocGW>; RELEASED <17 MAR 2004 by izenbei0>; APPROVED <18 MAR 2004 by izenbei0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: MARKET BRIEF: INDUSTRIAL AND COMMERCIAL SECURITY DEVICES AND SYSTEMS
TAGS: BEXP, MY
To: STATE COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006